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File 347:JAPIO Dec 1976-2005/Dec(Updated 060404)
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Set Items Description
S1 376067 (QUALIF????? ? OR FILTER??? ? OR SELECT??? ? OR CHOOSEN??? ?
OR PRIORITY????? ?) (S) (BIDDERS OR SUPPLIERS OR SELLERS OR MA-
NUFACTURERS)
S2 8 ((PARTICIPAT????? ? OR BID????? ?) (10N) ((PRIOR OR EARLIER -
OR PREVIOUS OR LAST) (10N) (AUCTION OR TENDER OR QUOT??? ?)))

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(S) SCORE
S3 37 (RANK??? (10N) PRICE) (S) ((PRIOR OR EARLIER OR PREVIOUS OR
LAST) (10N) (AUCTION OR TENDER OR QUOT??? ?))
S4 246334 (QUALIF????? ? OR FILTER??? ? OR SELECT??? ? OR CHOOSEN??? ?
OR PRIORITY???? ?) (20N) (BIDDERS OR SUPPLIERS OR SELLERS OR -
MANUFACTURERS)
S5 0 S1 AND S2 AND S3 AND S4
S6 1 S1 AND S2 AND S4

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6/7,K/1 (Item 1 from file: 20)
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Hooray for eBay!: Online 'experiment' in buying and selling rates as
whopping success

Amy Matthew

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS - THE PUEBLO CHIEFTAIN - CO

February 28, 2006

With apologies to the great Otis Redding, the melody to "Sittin' on the Dock of the Bay" perfectly lends itself to describing one of the Internet's most powerful sites: Bidding on some stuff on eBay. Watching the hours tick away, Tickin' down to zero time, Yay! It's miiiii-ne. Sure, that's a pretty simplistic summary of the worldwide phenomenon. To the delight of buyers and sellers around the globe, it's also pretty accurate. It's now a billion-dollar company, but eBay started out in September 1995 as an experiment conducted by founder Pierre Omidyar: What would happen if you provided an Internet forum for people to buy and sell things from each other? Would people want the service? Would they be trustworthy enough to make it work? The self-described "world's largest online marketplace" now has more than 100 million registered users, so it's safe to say people like what they see. As far as trustworthiness, Omidyar built in a vital tool when he started his venture: feedback. If a buyer or seller is great to work with, the entire eBay community will know about it. If they're unreliable, or don't treat people well, everybody will know that, too. In 1996, Omidyar published a message to eBay users, emphasizing the importance of integrity in his "grand experiment." "Some people are dishonest. Or deceptive. This is true here, in the newsgroups, in the classifieds and right next door. It's a fact of life," he wrote. "But here, those people can't hide. We'll drive them away. Protect others from them." Because of the system's simplicity and commitment to honest trade, buyers don't fear purchasing items through eBay; sellers feel safe putting their items up for bid; and the number of users just keeps growing. Puebloan Steve Bigley has been using eBay for the last several years. He's found it's the best way to sell his professional photography equipment. "Most of what I do is commercial stuff and some of the older, higher-end equipment I have, there's not a lot of need for in Pueblo. (With eBay) I can reach a larger audience," he said. People who use the service on a regular basis point out that others shouldn't be intimidated about getting started, saying the Web site leaves no questions unanswered. "You can read all you want (about it) before you even get started," said Joleen Ryan, an eBay member since 1998. "Basically, all you need is a digital camera and a computer." She didn't start selling things until last year. The first things she decided to put up for bid were several pairs of Birkenstock sandals - worn, but in good condition. "My mother laughed and laughed at me," Ryan said. "Why would anyone buy used shoes?" One pair sold, and another. Soon every pair was gone and Ryan was counting more than \$200 in profit. "My mother wasn't laughing anymore," she said. Not everything sells for big dollars, of course. Some items don't sell at all. But since it doesn't cost much to list an item (from 20 cents to \$4.80, depending on the starting price), most people figure it's worth a try. EBay also charges ***sellers*** a small fee based on an item's final sale price. Sellers decide what form of payment they'll accept and there are numerous options. Most ***choose*** easily verifiable methods like money orders, credit cards or PayPal, an online payment service. Shipping costs can be determined after the sale. Bigley and Ryan both said shipping isn't as much of a hassle as people might think, as long as you know what you

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need to do and how much to charge a buyer for it. In fact, Ryan only recalled one frustrating incident that happened early in her selling career, and it involved an overseas shipment. "The post office part can be a little bit hairy, but the rest is easy," she said. On the other side, buying is also simple, both say. Find the item you want among the eBay categories, place your bid (or bids) and, hopefully, walk away with your prize. Some ***sellers*** will include a "buy it now" price - higher than their asking price, but guaranteed to get you the item. Buyers have a responsibility to do their own research before making purchases online, Bigley said. "If you want a point-and-shoot digital camera and it's \$399 at the store but \$429 on eBay, why would you (bid on) that? You're just being an uninformed consumer. Educated buyers really go far." Auctions can be exciting, too - a different form of competition. "A lot of times you can get caught up in an auction. It's fun. My adrenaline pumps," said Bigley. Bigley will sometimes bid more than a seller is asking for an item. Not only does that increase his chances of winning, he might not even have to pay as much as he originally bid. "If I'm willing to pay \$300 but the closest bid to mine is \$200, I only have to pay what the next-highest bidder was willing to pay," he explained. Snipers are common, too. Those are people who wait until literally the last minutes of an auction to make their bid, hoping it will be late enough to trump everyone else. In the relatively rare event that someone has a bad buying or selling experience, the feedback forum proves invaluable. It provides a member's feedback score (positive reviews minus negatives) and comments from everyone who's dealt with them on the site. "I place a lot of weight on the feedback," Bigley said. "It's not impossible to be ripped off, and feedback is the best protection against that." As eBay users quickly find out, people will buy and sell just about anything. Bigley found a Scooby-Doo lunch box identical to the one he had in elementary school. Ryan discovered shoes for Barbie dolls - not pairs, just singles. "It's limitless, it really is," Bigley said. "Think of it as a worldwide classified ad." "There are millions of items out there," Ryan added. "For someone to find my item - and they're in Denmark? That just blows my mind." Difficult as the decision may be, you've decided it's time to part with your classic armadillo lamp. Where can this one-of-a-kind objet d'art find a home? Why, eBay, of course. If possible, use a digital camera to take a good, well-lit photo of the item so those millions of potential buyers can see what a treasure it is. After you've registered with eBay - a simple process that takes just a few minutes - follow the steps to list your item for sale. The Web site provides all the help you need. Provide a detailed description and your payment terms. List the minimum bid (if you want to have one) and decide how long you want to allow people to bid on it. Remember that communication is the key to a successful transaction.

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